



EXPLORER SERIES

## THE NUMERATI

Stephen Baker

Wednesday, September 23, 2008  
9:00 a.m. – 11:00 a.m.

Treasury Executive Institute  
801 9<sup>th</sup> Street NW  
Washington, DC

Every day we produce loads of data about ourselves simply by living in the modern world: we click web pages, flip channels, drive through automatic toll booths, shop with credit cards, and make cell phone calls. Now, in one of the greatest undertakings of the twenty-first century, a savvy group of mathematicians and computer scientists is beginning to sift through this data to dissect us and map out our next steps. Their goal? To manipulate our behavior -- what we buy, how we vote -- without our even realizing it.

In *The Numerati*, journalist Stephen Baker provides us with a fascinating guide to the world we're all entering -- and to the people controlling that world. The Numerati have infiltrated every realm of human affairs, profiling us as workers, shoppers, patients, voters, potential terrorists, even lovers. The implications are vast. Our privacy evaporates. Bosses can monitor and measure our every move (then reward or punish us). Politicians can find the swing voters among us, by plunking us all into new political groupings with names like "Hearth Keepers" and "Crossing Guards." It can sound scary, but the Numerati can also work on our behalf, diagnosing an illness before we're aware of the symptoms, or even helping us find our soul mate. With *The Numerati*, Baker shows how a powerful new endeavor -- the mathematical modeling of humanity -- will transform every aspect of our lives.

**Stephen Baker** has written for *BusinessWeek* for over twenty years, covering many topics from Mexico and Latin America, to European technology, to blogs and nanotechnology. Baker has written for many publications, including the *Wall Street Journal*, the *Los Angeles Times*, and the *Boston Globe*. He won an Overseas Press Club Award for his portrait of the rising Mexican auto industry. He is the coauthor of [blogspotting.net](http://blogspotting.net), featured by the *New York Times* as one of fifty blogs to watch.

**REGISTRATION:** All SES members, candidates, and GS-15s in Treasury and legacy Treasury bureaus are eligible to attend. Please register by September 16, 2008, on line at <http://intranet.treas.gov/tei/>. DHS and legacy bureau employees should call 202-622-9311 for registration assistance.